



**Core Power Yoga, LLC CEO Trevor Tice
Named Ernst & Young Entrepreneur Of The Year[®] 2010 Award
Winner in Rocky Mountain Region**

*Award Recognizes Entrepreneurial Excellence in Retail & Consumer Products
Category*

DENVER, CO, June 25, 2010 – Core Power Yoga today announced that Trevor Tice, CEO received the Ernst & Young Entrepreneur Of The Year[®] 2010 Award in the Retail & Consumer Products category in the Rocky Mountain region. According to Ernst & Young LLP, the award recognizes outstanding entrepreneurs who are building and leading dynamic, growing businesses. Trevor was selected by an independent panel of judges, and the award was presented at a gala event at the Grand Hyatt in downtown Denver on June 24, 2010.

“This award honors the entire CorePower team, an amazing group of very talented individuals that are passionate about our mission and our product” commented Tice.

The Ernst & Young Entrepreneur Of The Year awards celebrate their 24th anniversary this year. The program honors entrepreneurs who have demonstrated exceptionality in such areas as innovation, financial performance and personal commitment to their businesses and communities.

As a Rocky Mountain region award winner, Trevor is now eligible for consideration for the Ernst & Young LLP Entrepreneur Of The Year 2010 national program. Award winners in several national categories, as well as the overall national Ernst & Young Entrepreneur Of The Year award winner, will be announced at the annual awards gala in Palm Springs, California on November 13, 2010. The awards are the culminating event

of the Ernst & Young Strategic Growth Forum, the nation's most prestigious gathering of high-growth, market-leading companies.

Sponsors

Founded and produced by Ernst & Young LLP, the Entrepreneur Of The Year awards are pleased to have the Ewing Marion Kauffman Foundation and SAP America as national sponsors.

In the Rocky Mountain, local sponsors include *Denver Business Journal*, Faegre & Benson, Clifton Gunderson, and JohnstonWells Public Relations.

About Ernst & Young's Entrepreneur Of The Year® Awards Program

Ernst & Young's Entrepreneur Of The Year® is the world's most prestigious business award for entrepreneurs. The award makes a difference through the unique way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Ernst & Young Entrepreneur Of The Year® celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 135 cities in 50 countries.

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